



2009

THE EAGLE-TRIBUNE

THE SALEM NEWS

THE DAILY NEWS OF NEWBURYPORT

GLOUCESTER DAILY TIMES

ANDOVER TOWNSMAN

THE HAVERHILL GAZETTE

DERRY NEWS

WEEKENDER

CARRIAGE TOWNE NEWS

RETAIL | CLASSIFIED | PREPRINT | ONLINE

ADVERTISING RATES

EFFECTIVE JANUARY 1, 2009



Your best connection to the marketplace North of Boston

North of Boston Media Group

Rates effective
January 1, 2009

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Agency Representatives
U.S.S.P.I.
S.P.I.N.

Billing

1. Advertising Agency Commissions

Local retail and classified rates are not commissionable to agencies.

2. Cash Discount

No cash discounts are available.

3. Accounts Without Credit

A credit application must be approved before credit is extended. All advertising is prepaid with copy until credit is established. Your sales representative will provide you with a credit application. We accept all major credit cards.

4. Terms For Accounts With Credit

Finance charges are computed on a periodic rate of 1.5% per month, which is an annual percentage rate of 18% on any balance not paid within 30 days. Minimum charge \$5.00.

5. Contracts

Contracts are nontransferable; only advertising relating to the regular business of the contracted advertiser may be purchased under the advertiser's contract and none of the privileges of the contract may be assigned to another advertiser or business.

Policies

1. Content/Copy

Forwarding of an order is considered an acceptance of all rates and conditions in effect at the time the advertising is offered. All orders, artwork and copy are subject to publisher approval.

2. Premium Positioning

While North of Boston Media Group makes every effort to provide desired placement, it makes no guarantees. For a 30% premium for dailies and a 60% premium for weeklies, in addition to the rates listed on the rate card, the North of Boston Media Group will reserve ad placement in particular positions within the paper, subject to availability.

3. Liability for Error

The North of Boston Media Group (the company) is not liable for failure to print, publish or distribute all or any portion of an issue in which advertising is scheduled to appear if such failure is caused by circumstances beyond its control. The company is not liable by any reason of error, for which it may be responsible, beyond actual space occupied by the item in which the error occurred. In the case of typographical error, the company is not responsible beyond first insertion. The North of Boston Media Group is not liable for omissions or failure to insert an advertisement. Advertisements submitted after deadline for proof service are submitted at advertiser's risk; the company is not liable for errors or omissions. Claims for such liability must be submitted to the newspaper within 30 days after publication and will not be honored if copy or corrections were submitted after the publishing deadline. No adjustment of any kind will be made for errors that do not affect the value of the advertisement.

4. Limitation of Liability

The advertiser and advertising agency must agree to indemnify and hold harmless the North of Boston Media Group for any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities resulting from an advertisement (including illustrations, text, layout, positioning, etc.) published at the advertiser's request.

5. Advertisement/News Format

Advertising that might be mistaken by a reader as news or features must be clearly marked as "paid advertisement."

6. Omissions or Failure to Insert

Our liability for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.

7. Cancellation Requirements

Cancellations, changes or insertion dates and/or corrections must conform to published deadlines. Cancellation of "until further notice" order must be confirmed in writing.

8. Incorrect Quotes and Insertion Orders

Incorrect rates or conditions on quotes or insertion orders that do not correspond to this rate card will be regarded as clerical errors, and the advertisement will be published and charged at the applicable rates and conditions at the time of publication.

9. Political

All political advertising must be prepaid by cash, credit card or certified check with order, and must be designated as "paid political advertising," stating the name of the person authorizing its publication and candidate(s) on whose behalf it is published. See Political Advertising rate card for further details.

10. Contracts

Contracts are not valid until signed by the Advertising Manager.

11. Short Rates

Charges to advertising contract-holders who do not comply with terms will be recalculated to discount actually earned. Balance due and payable on the 25th of the following month.

12. Brokered Space

Brokered space is not accepted.

13. Rate Revisions

North of Boston Media Group reserves the right to revise rates giving 30 days written notice. Such rate increases are applicable to advertising rates published in this rate card.

14. ROP Depth Requirements

Broadsheet advertisements measuring more than 19 inches will be charged at the full 21 1/2-inch depth. Tabloid advertisements measuring more than 10 inches will be charged at the full 11 3/4-inch depth.

Retail Advertising

Open Rates - Dailies		Open Rates - Weeklies	
Sunday Eagle-Tribune	\$43.00	Andover Townsman	\$22.45
The Eagle-Tribune	\$40.65	Haverhill Gazette	\$12.75
Essex County Newspapers*	\$49.95	Derry News	\$18.25
The Salem News	\$40.95	Weekender	\$13.00
The Daily News of Newburyport	\$21.95	Carriage Towne News	\$20.25
Gloucester Daily Times	\$21.50		

*The Salem News, The Daily News of Newburyport and Gloucester Daily Times.

Multiple-day combination

Ads 6 column inches or larger published in one daily or Sunday paper may run up to an additional six times in the same paper within the next six days **with no copy changes** at a 45% discount on open rate.

Non-contract advertisers receive a 40% discount.

The Eagle-Tribune Zones*

Zone advertising available in Wednesday and Sunday editions only. Minimum 6 column inches.

Zone rates

Zone	Open Rate	Zone	Open Rate
Central	\$26.25	North/East	\$25.25
East	\$17.45	North/Central	\$31.75
North	\$15.50	East/Central	\$33.45

*See page 8 for The Eagle-Tribune Zone circulation coverage.

Multiple-Day Zone Combinations

Zone/Zone. Ads published on one zone day may repeat on the next zone day at a 40% discount net from the applicable zone rate, but must appear in the same zone or zones with no copy change.

Zone/ROP. Ads published in one zone edition may run up to an additional six times with no copy change in any daily edition — full run, the preceding or following week — at a 45% discount on open rate.

Non-contract advertisers receive a 40% discount.

Color Rates/minimum ad sizes

	Retail	Classified	ET, SN, ECN	GT,NT, Weeklies
Black plus one color	15"	Quarter page	\$350	\$325
Black plus two colors	15"	Quarter page	\$425	\$400
Black plus three colors	15"	Quarter page	\$525	\$500

Contract and combination discounts apply to color rate.

Special classifications

	Front Page	Premium Position Pages*	Amusements	Legal Notices
Sunday Eagle-Tribune	\$57.50	\$57.50	\$43.95	\$27.40
The Eagle-Tribune	\$54.50	\$54.50	\$42.20	\$26.45
Essex County Newspapers	n/a	\$65.25	n/a	\$57.50
The Salem News	\$54.50	\$54.50	n/a	\$37.00
The Daily News of Newburyport	\$29.50	\$29.50	n/a	\$25.50
Gloucester Daily Times	\$29.00	\$29.00	n/a	\$25.50
Andover Townsman	\$44.90	\$35.95	n/a	\$14.35
The Haverhill Gazette	\$25.50	\$20.40	n/a	\$12.75
Derry News	\$36.50	\$29.20	n/a	\$11.15
Weekender	\$26.00	\$20.80	n/a	\$7.80
Carriage Towne News	\$33.15	\$32.40	n/a	\$14.30

*Premium Position Pages include page 3, back page and some section backs.



Dominant coverage



In our market area we have twice the circulation of the Boston dailies COMBINED.

More market penetration



In 32 communities we offer household coverage of 50% or more.

Concentrated coverage



97% of circulation falls within North of Boston Media Group's core market area.

TV Spotlight Advertising*

Published in all 4 daily publications. See separate rate sheet.

Sunday Comics

Published in Sunday Eagle-Tribune only. Spadea (two-page comic wrap), \$4,325 and gatefold, \$2,395 available. Production costs might apply. Consult your advertising sales consultant. All reservations and copy due Monday, five weeks prior to publication.

Market Power Plus Combinations

Retail Rates

Open	Discount on open rate	Weekly/Weekly Combinations	Discount on open rate
Daily/Daily Combination	10%	Two Weeklies	15%
Daily/Weekly Combinations*		Three Weeklies	20%
Daily plus one Weekly	15%	Four Weeklies	25%
Daily plus two Weeklies	20%	Five Weeklies	30%
Daily plus three Weeklies	25%		
Daily plus four or more Weeklies	30%		

*Discounts apply to weekly rate only.

Additional discounts available for repeat dates, zones or contract commitment. 6" minimum required for Daily/Daily or Daily/Weekly combinations. 3" minimum required for Weekly/Weekly combinations.

Classified Display Advertising

Open Rate - Dailies		Open Rate - Weeklies	
The Eagle-Tribune, Sunday	\$27.40	Andover Townsman	\$14.35
The Eagle-Tribune	\$26.45	Haverhill Gazette	\$8.50
The Eagle-Tribune Recruitment (any day)*	\$30.35	Derry News	\$11.15
The Salem News	\$24.50	Weekender	\$7.80
The Salem News Recruitment*	\$26.05	Carriage Towne News	\$14.30
The Daily News of Newburyport	\$14.50		
The Daily News of Newburyport Recruitment*	\$16.05		
Gloucester Daily Times	\$14.50		
Gloucester Daily Times Recruitment*	\$16.05		
Essex County Newspapers	\$29.95		
Essex County Newspapers Recruitment*	\$36.05		

*Additional reach through Monster.com; \$75.00 for 7 days, \$150.00 for 30 days.

Multiple-day combination. Ads 6 column inches or larger published in one daily or Sunday may run up to six additional times within six days, with no copy changes, at a 45% discount from classified display open rates. Non-contract advertisers receive a 40% discount.

Market Power Plus Combinations

Classified Rates

Open	Earned Discount Rate	Weekly/Weekly Combinations	Earned Discount Rate
Daily/Daily Combination		Two weeklies	15%
All dailies	25%	Three weeklies	20%
Daily/Weekly Combinations*		Four weeklies	25%
ET or ECN plus one weekly	15%	Five weeklies	30%
ET or ECN plus two weeklies	20%		
ET or ECN plus three weeklies	25%		
ET or ECN plus four or more weeklies	30%		
All newspapers	35%		

*Discounts apply to weekly rate only.

Additional discounts available for repeat dates or contract commitment. 6" minimum required for Daily/Daily or Daily/Weekly combinations. 3" minimum required for Weekly/Weekly combinations.

Real Estate Marketplace: The North Shore's Real Estate Marketplace runs in Friday's Essex County Newspapers (The Salem News, The Daily News of Newburyport and Gloucester Daily Times). Open rate is \$36.05 with modular rates available upon request.

Classified Connection. For line advertising rates and placement call 800-927-9200.

Contract Rates

Revenue contracts (Classified Display and Retail)

Open	Discount on open display rate
\$15,000-\$29,999	10%
\$30,000-\$69,999	15%
\$70,000-\$139,999	20%
\$140,000-\$229,999	25%
\$230,000-\$469,999	30%
\$470,000+	35%

All revenue invested in any products will count toward revenue contract fulfillment. One revenue contract will be valid for all products. Contract rates require signed contract, and payment must be made by the 25th of the month following service. Contract advertisers who do not comply with terms will be charged retroactively to rate actually earned.

Daily/Weekly Frequency Contracts

	Discount on open rate		Discount on open rate
Consecutive Weeks		Nonconsecutive Weeks	
13 weeks	10%	13 ads	5%
26 weeks*	15%	26 ads	10%
39 weeks	20%	52 ads	20%
52 weeks	30%	72 ads	25%

Maximum size for frequency-contract insertions is 32.25 column inches in daily publications only. Larger ads do not qualify for contract rate. Frequency contracts are specific to individual papers. 3" minimum required with frequency contracts. Frequency rates require signed contract and payment by the 25th of the month following service.

*Available every other week.

Preprints

In-paper open rates (net)

Single sheet (non-folded max 12.5" x 11.25")	\$50.00 per thousand*
4 to 12 tab pages	\$60.00 per thousand
14 to 30 tab pages	\$70.00 per thousand

Add \$2.00/M to preprints 32 pages and over. Flexi books charged as tab pages.

*See Preprint Policies #4 on page 6.

Frequency contracts (net)

Rates per thousand

	6x	12x	24x	48x	60x
Full	\$47.00	\$44.50	\$42.00	\$34.50	\$31.50
Zone	\$49.50	\$47.00	\$44.50	\$37.00	\$34.00
Single sheet (non-folded max 12.5" x 11.25")	\$45.00	\$44.00	\$42.00	\$34.50	\$31.50
Carriage Towne News*					
Full	\$50.00	\$47.50	\$44.50	\$42.00	
Zoned	\$52.50	\$50.00	\$47.00	\$44.50	

Add \$3.50/M per 1/10th of an ounce over 1.3 ounces. Carriage Towne News non-contract rate is \$55/M (full run), \$57.50 (zoned). Carriage Towne News minimum quantity of inserts is 5,000.

Print and Deliver Program Available. (Black & white or color) See separate rate card.

Total Market Coverage (TMC)

Rates per thousand

	Open	6x	12x	24x	36x
Shared Mail	\$81.00	\$75.00	\$73.00	\$63.00	\$57.00
Solo Mail	\$155.00				

Preprint Policies

1. Contract Rates

Require signed contract and payment by the 25th of the month following service.

2. Frequency Contracts

Specific to individual papers. No cross-product contract fulfillment.

3. Availability

For The Eagle-Tribune, full run Monday through Sunday and zoned distribution Monday through Saturday. For The Salem News, The Daily News of Newburyport and Gloucester Daily Times, full run and zoned distribution Monday through Saturday. For weeklies, full run distribution on days of publication. All Holidays full run.

4. Quantity

\$50 based on 10,000 inserts, for single sheet inserts only.
 \$55 based on 7,500 inserts, for single sheet inserts only.
 \$60 based on 5,000 inserts, for single sheet inserts only.
 Derry News, Andover Townsman and Haverhill Gazette full run only, \$50 per thousand.

5. Size

Minimum, 5.5" x 6.5". Maximum, 12.5" x 11.25". Anything larger must be quarter-folded; four-page newsprint tabloids must be quarter-folded. Smaller sizes and product samples require advance samples and prior approval.

6. Packaging

Inserts for different publications and TMC products must be properly separated. Please do not combine inserts for different publications on the same skid. Inserts should be delivered on skids, bound securely in neatly turned stacks. Turns should be at least 4 inches tall. The skid tags must contain the following: advertiser's name, publication date, a single publication name, quantity of pieces on the skid, total quantity of the shipment, and the printer's contact information. Bill of lading must accompany shipments.

7. Deadlines

Reservation at least 10 days prior to insertion. Delivery at least three days prior for daily and 10 days prior for Sunday. Add one day for holiday weeks.

8. Delivery

No partial deliveries will be accepted without prior approval. Deliveries accepted 8 a.m. to 5 p.m., Monday through Friday at Receiving Door 6, The Eagle-Tribune, 100 Turnpike St. (Rte. 114), North Andover, MA 01845. Complete preprint delivery specifications available upon request.

Total North of Boston
 Media Group
 Daily, Weekly and
 Sunday circulation

176,691

Circulation coverage
 of designated market

53%

Online Advertising

	EagleTribune.com		SalemNews.com		NewburyportNews.com		GloucesterTimes.com	
	Open Rate	12-month contract	Open Rate	12-month contract	Open Rate	12-month contract	Open Rate	12-month contract
Leaderboard (1)	\$2,500	\$2,250	\$2,500	\$2,250	\$2,500	\$2,250	\$2,500	\$2,250
Leaderboard (2)	\$1,250	\$1,125	\$1,250	\$1,125	\$1,250	\$1,125	\$1,250	\$1,125
Leaderboard (3)	\$625	\$562.50	\$625	\$562.50	\$625	\$562.50	\$625	\$562.50
Skybar	\$375	\$337.50	\$375	\$337.50	\$375	\$337.50	\$375	\$337.50
Big Ad								
News (1)	\$750	\$675	\$750	\$675	\$450	\$405	\$450	\$405
News (2)	\$375	\$337.50	\$375	\$337.50	\$375	\$337.50	\$375	\$337.50
New Hampshire News	\$360	\$324	n/a	n/a	n/a	n/a	n/a	n/a
Haverhill News	\$200	\$200	n/a	n/a	n/a	n/a	n/a	n/a
Sports/GoFindIt	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Opinion	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Lifestyle	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Business/GoFindIt	\$200	\$200	n/a	n/a	n/a	n/a	n/a	n/a
Half Banner (Run of Site)	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Classified	\$360	\$324	\$360	\$324	\$360	\$324	\$360	\$324
Obituary	\$360	\$324	\$360	\$324	\$200	\$200	\$200	\$200
Obituary (Big Ad Sponsor)	\$250	\$250	\$250	\$250	\$175	\$175	\$175	\$175
Obituary (Half Banner Sponsor)	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Rallynorth.net (Leaderboard)	\$250	\$250	n/a	n/a	\$250	\$250	\$250	\$250
Rallynorth.net (Big Ad)	\$99	\$99	n/a	n/a	\$99	\$99	\$99	\$99
Rallynorth.net (Big Ad Homepage)	\$275	\$275	n/a	n/a	\$275	\$275	\$275	\$275
Weather Sponsorship (Exclusive Sponsor)	\$2,500	\$2,000	\$2,000	\$1,500	\$750	\$600	\$750	\$600
Monster Sponsorship (Sponsor)	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400

Weeklies	Open Rate	12-Month Contract	Open Rate	12-Month Contract
Leaderboard	\$500	\$450	Half Banner (Run of Site)	\$125
Sky Bar	\$300	\$250	Classified	\$360
News, Sports, Obits, etc...	\$275	\$200	Weather Sponsorship	\$500

AndoverTownsman.com, HaverhillGazette.com, DerryNews.com, CarriageTowneNews.com.

Deadlines and Mechanical Requirements

	Publication	Space & Copy	Proof Deadlines
Dailies	Monday	Thur/5 p.m.	Wed/5 p.m.
	Tuesday	Fri/5 p.m.	Thur/5 p.m.
	Wednesday	Mon/5 p.m.	Fri/5 p.m.
	Thursday	Tue/5 p.m.	Mon/5 p.m.
	Friday	Wed/5 p.m.	Tue/5 p.m.
	Saturday	Thur/12 p.m.	Wed/12 p.m.
	Sunday		
	Retail	Wed/5 p.m.	Tue/5 p.m.
	Amusement/Cinema/Travel	Tue/5 p.m.	Mon/5 p.m.
	Classified Auto	Thur/5 p.m.	Wed/5 p.m.
Classified Real Estate	Thur/12 p.m.	Wed/12 p.m.	
Classified Help Wanted	Fri/12 p.m.	Thur/12 p.m.	
Weeklies	Thursday		
	Andover Townsman	Mon/12 p.m.	Fri/12 p.m.
	Haverhill Gazette	Mon/12 p.m.	Fri/12 p.m.
	Carriage Towne News	Thur/12 p.m.	Wed/12 p.m.
	Derry News	Mon/3 p.m.	Fri/3 p.m.
	Friday		
Weekender	Mon/3 p.m.	Fri/3 p.m.	

To submit an electronic ad, go to <http://addesk.eagletribune.com>.

Mechanical requirements

	Retail	Classified	Tab
	Full page/129" (6 cols x 21.5")	Full page/215" (10 cols x 21.5")	Full page/58.75" (5 cols x 11.75")
Cols			
1	1.833"	1.083"	1.833"
2	3.792"	2.25"	3.792"
3	5.75"	3.417"	5.75"
4	7.708"	4.583"	7.708"
5	9.667"	5.75"	9.667"
6	11.625"	6.917"	
7		8.083"	
8		9.25"	
9		10.417"	
10		11.583"	



Creative Services

Our advertising consultants are trained to help you with ad design, layout, copy, logo design and placement. In fact, the North of Boston Media Group has a Creative Services department that will design your ad at no additional charge. Ask your Advertising Consultant about this service. Your Advertising Consultant can also help develop an advertising budget that's appropriate for your type of business.

ContactUs

Dominant coverage North of Boston

Dailies

The Eagle-Tribune
100 Turnpike St.
North Andover, MA 01845-5096
978-946-2000
Fax: 978-685-1588
www.eagletribune.com

The Salem News
32 Dunham Road
Beverly, MA 01915-1895
978-922-1234
Fax: 978-927-1020
www.salemnews.com

The Daily News of Newburyport
23 Liberty St.
Newburyport, MA 01950-2750
978-462-6666
Fax: 978-463-9612
www.newburyportnews.com

Gloucester Daily Times
36 Whittemore St.
Gloucester, MA 01930-2553
978-283-7000
Fax: 978-282-4397
www.gloucestertimes.com

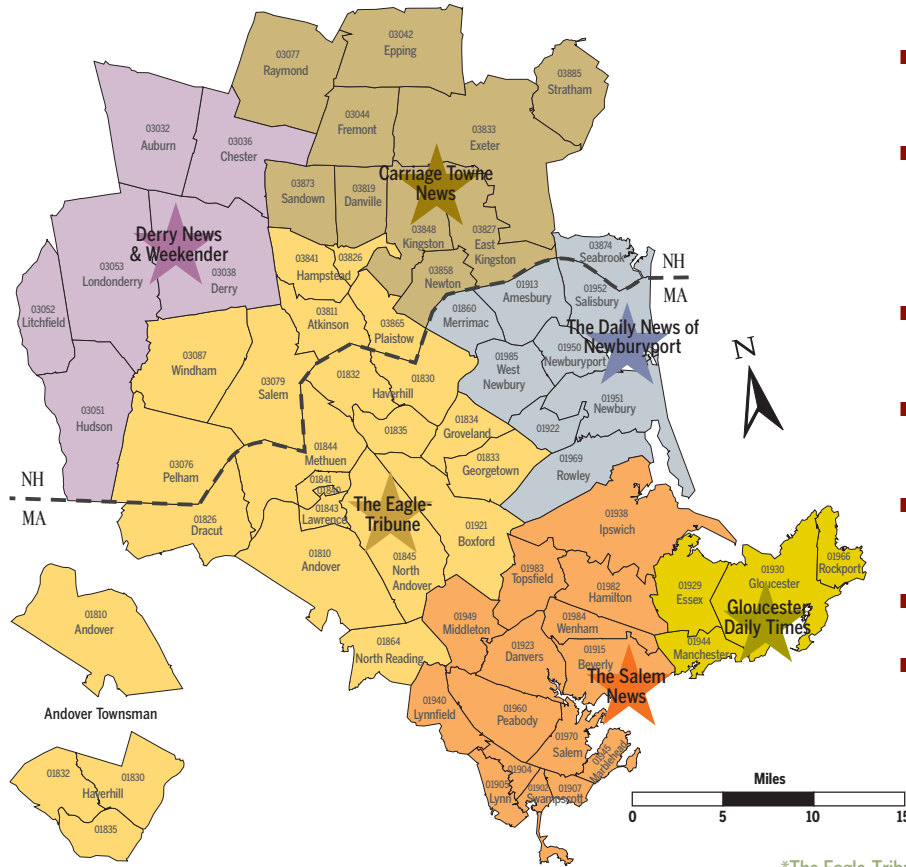
Weeklies

Derry News & Weekender
46 West Broadway
P.O. Box 307
Derry, NH 03038-0307
603-437-7000
Fax: 603-432-4510
www.derrynews.com

Andover Townsman
33 Chestnut St.
P.O. Box 1986
Andover, MA 01810-1986
978-475-7000
Fax: 978-475-5731
www.andovertownsman.com

The Haverhill Gazette
181 Merrimack St.
Haverhill, MA 01830-6129
978-374-0321
Fax: 978-521-6790
www.hgazette.com

Carriage Towne News
14 Church St.
P.O. Box 100
Kingston, NH 03848-0100
603-642-4499
Fax: 603-642-7750
www.carriagetownenews.com



- 58 core communities in two states
- Suburban and commuting markets North of Boston and Southern New Hampshire
- Household growth 38% faster than states' average
- 12 communities of more than 25,000 residents
- Compact market area: 35 miles from end to end
- 352,554 households
- 924,233 people

*The Eagle-Tribune Zones

Central serves the Massachusetts communities of Andover, Boxford, Dracut, Lawrence, Methuen, Middleton, North Andover, North Reading and Topsfield.

East serves the Massachusetts communities of Amesbury, Georgetown, Groveland, Haverhill and Merrimac, and the New Hampshire communities of Atkinson, Hampstead, East Hampstead, Kingston, Newton, Plaistow and Sandown.

North serves the New Hampshire communities of Chester, Derry, Londonderry, Pelham, Salem and Windham.

	Circulation	Market Penetration
Sunday Circulation		
Sunday Eagle-Tribune	48,134	37%
Daily Circulation		
The Eagle-Tribune	46,194	35%
The Salem News	29,506	34%
The Daily News of Newburyport	12,566	41%
Gloucester Daily Times	10,251	51%
Total Daily Circulation	98,517	
Total Daily and Sunday Circulation	100,457	
Weekly Circulation		
Andover Townsman	6,146	
Haverhill Gazette	4,732	
Derry News	4,962	
Weekender	25,212	
Carriage Towne News	35,182	
Total Weekly Circulation	76,234	
Grand Totals	176,691	

SOURCE: ABC 2007 Audit Statements and Internal Circulation Reports, 2008. Map Info Corp., 2007.